



A NEW STRUCTURE FOR GROUPE BARRIÈRE

- **Creation of a Strategy & Development Managing Director position entrusted to Alexandre Desseigne-Barrière.**
- **Appointment of Vincent Arnaud as Managing Director of Hotels & Restaurants.**

Paris, April 6th, 2021 -Barrière intends to inject new energy into the family-owned Group by speeding up and diversifying the development of its activity in France and internationally. In these times of unprecedented crisis, that has had an impact on all of the Group's business activities, Dominique Desseigne, Chief Executive, has decided, in agreement with the Management Committee, to create a Strategy & Development Managing Director position, as of May 1st. Entrusted to Alexandre Desseigne-Barrière, the task of this new Managing Director will be to provide the hundred-year-old group an innovative and unifying new vision to meet the hitherto unseen challenges which the world of tourism now faces. Vincent Arnaud, renowned Hospitality specialist, has been assigned Management of the Hotels and Restaurants.

For Dominique Desseigne, Barrière Chief Executive: *«In the coming months, the tourism and leisure sector will need to overcome many challenges. Not only to manage recovery, but also to ascertain what the hospitality professions of tomorrow will look like, pre-empting customer expectations more than ever and creating lasting value. I am thrilled that my son, Alexandre Desseigne-Barrière has accepted the responsibility of helping to build the Group's future alongside teams who are dedicated to sharing new ambitions with him.*

We have many great assets and I am proud of all of the efforts made by each and every one of you over the course of what has been such a difficult year. The success of our reopenings, over Christmas and at the weekends in January and February is a great source of satisfaction and gives us hope for the future. I know that I will be able to count on Vincent Arnaud's professionalism to guide us through this recovery period and I wish him a warm welcome.»

Appointments:

Alexandre Desseigne-Barrière is appointed Director of Strategy & Business Development.

He will also remain Group Transformation Director, overseeing the development of Online business.

Having joined the Development Department of the family-owned group in 2014, Alexandre Desseigne-Barrière was awarded the position of Managing Director of Hotels, Restaurants and Transformation in 2018, also taking a seat on the Executive and Management Committees.

Supporting all of the Group's teams, Alexandre Desseigne-Barrière's priority will be to diversify revenue streams, to develop new establishments in France and internationally, and

to launch new online activities.

By his side, **Julien Huel** has been named Deputy Director of Strategy & Business Development, and he too will join the Group's Executive Committee. Julien Huel joined Barrière in 2010. After almost 6 years working in the Group's Finance Management, he was appointed F&B Director, embarking upon extensive business development work and overhauling the F&B provision.

Vincent Arnaud joins Groupe Barrière as Managing Director of Hotels & Restaurants on May 3rd 2021, and he will also sit on the Group's Executive Committee.

Vincent Arnaud has worked in the luxury hospitality since 1984. In 1989, he joined the InterContinental group, where he remained for nearly 20 years. After some ten years in Paris, in 2000 he embarked on an international career; firstly, in Oman, then in Jordan at the InterContinental, one of the IHG's flagship Middle-East properties, before being appointed General Manager of the Crowne Plaza Beirut, Lebanon in 2005, followed by General Manager of the Intercontinental in Jordan. On his return to France, he joined the Accor Group, taking on the role of General Manager at the hotel Scribe Paris Managed by Sofitel (2008-2014), where he was entrusted with repositioning the property. Following on from that, he was awarded the title of General Manager at Sofitel's 5-star flagship hotel, the Sofitel Paris Le Faubourg. From 2017, Vincent Arnaud also held the position of Regional Vice-President for Sofitel France. Tasked with repositioning and revitalising the Sofitel brand, notably he worked on the first of their So à Paris hotels, Accor Group's lifestyle concept, the opening of which is planned for 2022. He is also auditor of the Institute of Advanced Studies in National Defence (SN62- IHEDN).

Joy Desseigne-Barrière joined Barrière's Management Committee in October 2020 as an auditor, and currently holds the position of **Project Manager within the Casino General Management**.

Barrière's Executive Committee will be comprised of:

Dominique Desseigne, Chief Executive
Alexandre Desseigne-Barrière, Strategy & Development Managing Director
Eric Cavillon, Managing Director of Group Casinos and Casino Development France
Vincent Arnaud, Managing Director of Hotels & Restaurants.
Philippe Perrot, Support Services Managing Director and Group Finance Director
Christine Deloy, Advisor to Chief Executive, Managing Director of Brands and Institutions
Emmanuelle Anglade, Sales, Marketing and Technology Director
Julien Huel, Deputy Strategy & Development Managing Director



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